



Todd Davidson

Executive Director

Oregon Tourism Commission

Todd Davidson was appointed Executive Director of the Oregon Tourism Commission (dba Travel Oregon) in June 1996 and was named Chief Executive Officer in September 2004.

Under Mr. Davidson's leadership, the tourism industry in Oregon has flourished into a \$10.8 billion industry that employs more than 105,000 Oregonians. In 2003 he helped lead an effort to establish dedicated and stable funding for the Commission. This funding has been crucial in Travel Oregon's ability to grow the state's tourism industry through strengthening its base of international markets; leadership in sustainable tourism initiatives; and award-winning publications, niche-oriented websites and advertising campaigns.

Travel Oregon has garnered 15 Mercury Awards during Mr. Davidson's tenure, including two top awards for Best Overall State Marketing Program in 2010 and 2013. Recent Mercury Awards include: Best Branding and Integrated Marketing Campaign (2015), Best State International Marketing (2015, 2011 and 2009), Best Co-Op Marketing Plan (2014), Best Travel Website (2013), Best Interactive Marketing Program (2011), Best State Travel Guide (2011) and Best State Tourism Print Advertising (2009). Mr. Davidson was also honored by the NCSTD as the State Tourism Director of the Year in 2006.

Mr. Davidson is a past Chair of the U.S. Travel and Tourism Advisory Board (USTTAB), a position he was appointed to in January 2012 after being initially appointed to the Board in 2010. Mr. Davidson continues to serve on the USTTAB, having been appointed to a fourth term by US Secretary of Commerce Penny Pritzker. Mr. Davidson also serves as the National Chair of the U.S. Travel Association, and serves on the National Council of State Tourism Directors (NCSTD), and the Western States Tourism Policy Council (WSTPC).